

IN THE SPECIFICATION

Please replace the paragraph beginning at Page 10, line 12, with the following amended paragraph:

In the present invention, call centers are integrated as part of the standard business process workflow. The workflow program can automatically trigger a call center in real time to alert a call center representative of any potential failures. Thereby, real time communications can be conducted during the workflow. For example, phone find and seek followed by a collaboration session could all be triggered from within a workflow environment via the call centers. One example of how this may be implemented is described in the patent application entitled, "Multimedia B2B Opportunity And Error Detection And Resolution Engine," filed November 30, 2000, Serial Number

Serial No. 09/727,841. More specifically, the present invention integrates any business process flow with the queuing and servicing of calls in a call center. By integrating open standard hooks based upon Java or some other open standard communication technology protocol (e.g., Corba, CDOM, etc.), business transaction workflow processes - either time out, or declination of acceptance, or other required human intervention that may be a standard part of a process (e.g., an auction bid counter offer), will launch communication messages into the queue of an existing call center. Such information will contain the specific transaction information and user information. Call center representatives can then research such problems and easily contact individuals with or without such individuals aware of an impending call, thereby resulting in a proactive contact by the call center. It should be noted that individuals, organizations, exchanges, and businesses may have a myriad number of transactions at any one time in a business program, because the opportunities come from a workflow paradigm; the owner and organization are known. Therefore, outbound contact is easily accomplished. The service center may resolve the situation or provide various options to customers before

they call out to their customer to resolve a problem and before a customer calls in to report the problem.

Please replace the paragraph beginning at Page 19, line 10, with the following amended paragraph:

Furthermore, exchange service agents may be prompted manually from the workflow and then choose to locate the specific party using the search and find solution as described in the patent application entitled, "Multimedia B2B Opportunity And Error Detection And Resolution Engine," filed November 30, 2000, ~~Serial Number~~  
~~\_\_\_\_\_ Serial No. 09/727,841,~~ to locate the authorized parties. The requirements for such opportunities are, in this case, to be set by the customer. However, it is contemplated that such a feature could be utilized by Call Centers in businesses other than B2B for e-marketing. As such, the scope of this invention extends beyond just the B2B and on-line markets. With the present invention, the B2B business partners have a mechanism by which to respond to automated marketing sales opportunities in response to new unrequested prompts of opportunities. This key strategic intervention from a service agent is ideally suited to the B2B environment.